Brand Trend
Nielsen Integrated - Weekly
Database as of SEP 07 1996

Tot Mass Mrch

	JAN 7 1995 Tot Volume Sold (000) Shr	JAN 14 1995 Tot Volume Sold (000) Shr	JAN 21 1995 Tot Volume Sold (000) Shr
PM Dsct Cat-shr disc	38.83	37.82	37.70
RJR Dsct Cat-shr disc	30.14	30.93	31.17
B&W Dsct Cat-shr disc	30.14	30.48	30.09
Lorillard Dsct Cat-shr disc	0.80	0.59	0.88
Liggett Dsct Cat-shr disc	0.10	0.18	0.16

WARNING: Packings for Camel Menthol and Kamel are not available now. Filtering mc

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mass

JAN 28 1995 Tot Volume Sold (000) Shr	FEB 4 1995 Tot Volume Sold (000) Shr	FEB 11 1995 Tot Volume Sold (000) Shr	FEB 18 1995 Tot Volume Sold (000) Shr	FEB 25 1995 Tot Volume Sold (000) Shr
38.67	38.88	38.56	39.55	39.69
29.53	29.55	29.15	28.90	29.49
30.88	30.75	31.17	30.56	29.99
0.80	0.70	0.92	0.93	0.71
0.12	0.13	0.20	0.06	0.12

ıy produce understated numbers.

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MAR 4 1995 Tot Volume Sold (000) Shr	MAR 11 1995 Tot Volume Sold (000) Shr	MAR 18 1995 Tot Volume Sold (000) Shr	MAR 25 1995 Tot Volume Sold (000) Shr	APR 1 1995 Tot Volume Sold (000) Shr
40.80	40.32	39.04	39.35	39.51
27.89	28.28	29.24	27.74	28.61
30.45	30.50	30.86	31.90	30.95
0.73	0.83	0.80	0.85	0.76
0.13	0.08	0.08	0.16	0.17

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APR 8 1995 Tot Volume Sold (000) Shr	APR 15 1995 Tot Volume Sold (000) Shr	APR 22 1995 Tot Volume Sold (000) Shr	APR 29 1995 Tot Volume Sold (000) Shr	MAY 6 1995 Tot Volume Sold (000) Shr
41.32	40.93	39.77	39.64	39.47
26.83	26.70	28.77	28.06	27.32
30.97	31.58	30.58	31.46	32.28
0.85	0.75	0.85	0.77	0.87
0.03	0.04	0.03	0.07	0.06

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MAY 13 1995 Tot Volume Sold (000) Shr	MAY 20 1995 Tot Volume Sold (000) Shr	MAY 27 1995 Tot Volume Sold (000) Shr	JUN 3 1995 Tot Volume Sold (000) Shr	JUN 10 1995 Tot Volume Sold (000) Shr
38.81	40.12	38.96	29.85	37.72
28.32	27.79	28.25	31.79	28.89
31.97	31.20	31.93	37.24	32.49
0.84	0.84	0.80	0.94	0.81
0.06	0.04	0.07	0.18	0.09

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JUN 17 1995 Tot Volume Sold (000) Shr	JUN 24 1995 Tot Volume Sold (000) Shr	JUL 1 1995 Tot Volume Sold (000) Shr	JUL 8 1995 Tot Volume Sold (000) Shr	JUL 15 1995 Tot Volume Sold (000) Shr
37.86	37.68	38.30	38.69	38.23
28.85	28.72	29.38	29.00	29.84
32.27	32.59	31.41	31.26	31.02
0.90	0.93	0.87	0.98	0.74
0.11	0.08	0.05	0.07	0.17

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JUL 22 1995 Tot Volume Sold (000) Shr	JUL 29 1995 Tot Volume Sold (000) Shr	AUG 5 1995 Tot Volume Sold (000) Shr	AUG 12 1995 Tot Volume Sold (000) Shr	AUG 19 1995 Tot Volume Sold (000) Shr
38.41	37.82	39.62	39.58	39.87
30.78	30.69	29.02	30.24	28.41
30.11	30.60	30.55	29.15	30.77
0.68	0.81	0.75	0.99	0.88
0.01	0.08	0.06	0.04	0.08

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Source: https://www.industrydocuments.ucsf.edu/docs/jzfy0004

AUG 26 1995 Tot Volume Sold (000) Shr	SEP 2 1995 Tot Volume Sold (000) Shr	SEP 9 1995 Tot Volume Sold (000) Shr	SEP 16 1995 Tot Volume Sold (000) Shr	SEP 23 1995 Tot Volume Sold (000) Shr
38.78	39.38	39.24	39.66	39.59
30.07	29.74	28.45	29.65	30.56
30.31	29.86	31.25	29.75	28.97
0.83	0.95	1.00	0.90	0.84
0.01	0.07	0.07	0.04	0.04

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SEP 30 1995 Tot Volume Sold (000) Shr	OCT 7 1995 Tot Volume Sold (000) Shr	OCT 14 1995 Tot Volume Sold (000) Shr	OCT 21 1995 Tot Volume Sold (000) Shr	OCT 28 1995 Tot Volume Sold (000) Shr
40.24	41.80	39.62	39.82	41.54
30.38	28.69	30.60	30.07	29.11
28.53	28.58	28.63	29.17	28.46
0.80	0.90	1.11	0.88	0.83
0.04	0.03	0.03	0.06	0.07

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NOV 4 1995 Tot Volume Sold (000) Shr	NOV 11 1995 Tot Volume Sold (000) Shr	NOV 18 1995 Tot Volume Sold (000) Shr	NOV 25 1995 Tot Volume Sold (000) Shr	DEC 2 1995 Tot Volume Sold (000) Shr
43.16	40.54	40.33	38.60	36.65
27.76	29.32	29.53	31.65	33.32
28.25	29.34	29.37	28.92	29.21
0.76	0.79	0.76	0.81	0.73
0.07	0.01	0.01	0.02	0.08

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DEC 9 1995 Tot Volume Sold (000) Shr	DEC 16 1995 Tot Volume Sold (000) Shr	DEC 23 1995 Tot Volume Sold (000) Shr	DEC 30 1995 Tot Volume Sold (000) Shr	JAN 6 1996 Tot Volume Sold (000) Shr
37.15	36.44	37.80	37.51	38.67
34.97	34.86	33.92	34.34	31.34
27.05	27.88	27.37	27.36	29.15
0.79	0.80	0.87	0.76	0.80
0.04	0.02	0.05	0.03	0.03

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JAN 13 1996 Tot Volume Sold (000) Shr	JAN 20 1996 Tot Volume Sold (000) Shr	JAN 27 1996 Tot Volume Sold (000) Shr	FEB 3 1996 Tot Volume Sold (000) Shr	FEB 10 1996 Tot Volume Sold (000) Shr
39.48	39.39	38.92	40.68	40.80
30.05	29.21	30.48	27.84	28.55
29.69	30.43	29.69	30.62	29.85
0.76	0.93	0.88	0.81	0.81
0.03	0.05	0.03	0.04	0.01

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FEB 17 1996 Tot Volume Sold (000) Shr	FEB 24 1996 Tot Volume Sold (000) Shr	MAR 2 1996 Tot Volume Sold (000) Shr	MAR 9 1996 Tot Volume Sold (000) Shr	MAR 16 1996 Tot Volume Sold (000) Shr
40.42	39.51	40.52	40.75	40.33
28.51	28.81	27.83	27.96	28.55
30.29	30.85	30.67	30.38	30.28
0.70	0.80	0.96	0.87	0.82
0.07	0.04	0.02	0.03	0.01

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MAR 23 1996 Tot Volume Sold (000) Shr	MAR 30 1996 Tot Volume Sold (000) Shr	APR 6 1996 Tot Volume Sold (000) Shr	APR 13 1996 Tot Volume Sold (000) Shr	APR 20 1996 Tot Volume Sold (000) Shr
40.15	40.67	41.26	41.44	40.06
28.58	29.22	29.43	29.18	28.59
30.39	29.37	28.54	28.64	30.36
0.87	0.71	0.74	0.72	0.97
0.02	0.03	0.03	0.02	0.02

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Source: https://www.industrydocuments.ucsf.edu/docs/jzfy0004

APR 27 1996 Tot Volume Sold (000) Shr	MAY 4 1996 Tot Volume Sold (000) Shr	MAY 11 1996 Tot Volume Sold (000) Shr	MAY 18 1996 Tot Volume Sold (000) Shr	MAY 25 1996 Tot Volume Sold (000) Shr
38.93	39.97	39.83	40.35	40.33
28.99	27.84	28.16	28.06	27.53
31.21	31.42	31.16	30.75	31.22
0.85	0.74	0.81	0.79	0.90
0.01	0.02	0.04	0.05	0.03

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JUN 1 1996 Tot Volume Sold (000) Shr	JUN 8 1996 Tot Volume Sold (000) Shr	JUN 15 1996 Tot Volume Sold (000) Shr	JUN 22 1996 Tot Volume Sold (000) Shr	JUN 29 1996 Tot Volume Sold (000) Shr
40.12	41.23	39.81	41.92	43.37
26.30	26.52	27.45	26.41	26.27
32.59	31.39	31.64	30.94	29.52
0.95	0.81	1.07	0.68	0.81
0.03	0.06	0.03	0.05	0.02

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JUL 6 1996 Tot Volume Sold (000) Shr	JUL 13 1996 Tot Volume Sold (000) Shr	JUL 20 1996 Tot Volume Sold (000) Shr	JUL 27 1996 Tot Volume Sold (000) Shr	AUG 3 1996 Tot Volume Sold (000) Shr
43.24	41.79	39.13	39.40	39.24
25.98	26.98	26.98	27.18	26.35
29.92	30.39	32.96	32.39	33.56
0.83	0.83	0.87	0.97	0.80
0.03	0.02	0.06	0.06	0.06

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Source: https://www.industrydocuments.ucsf.edu/docs/jzfy0004

AUG 10 1996 Tot Volume Sold (000) Shr	AUG 17 1996 Tot Volume Sold (000) Shr	AUG 24 1996 Tot Volume Sold (000) Shr	AUG 31 1996 Tot Volume Sold (000) Shr	SEP 7 1996 Tot Volume Sold (000) Shr
39.57	39.49	38.93	37.61	38.68
26.85	26.79	26.55	29.48	29.81
32.66	32.88	33.65	32.02	30.61
0.91	0.80	0.85	0.85	0.88
0.02	0.04	0.02	0.04	0.02

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Source: https://www.industrydocuments.ucsf.edu/docs/jzfy0004